



Fee Schedule 2019-2020

Edward Zellem Writers LLC

We customize each project estimate, based on industry-standard fee ranges (listed below) for high-quality work.

Contact us for a response within 24 hours and your personalized estimate!

PRINT/DIRECT MAIL

Item	Fee
Sell Sheet/Flyer 1- or 2-sided sheet, depending on complexity and value	[\$500-\$1,500]
Case Study Up to 2 pages showcasing benefits of your products/services through a customer success story and facts/statistics, with customer testimonials	[\$1,200-\$2,000]
White Paper/Special Report Fee depends on length and the extent of research/interviews	[\$2,000-\$7,500]
Press Release Fee depends on the extent of research/interviews involved	[\$500-\$1,000]
Article or Advertorial <ul style="list-style-type: none"> • From scratch • Editing a draft, depending on amount of editing 	[\$500-\$1,000] [\$250-\$500]
Direct-mail package to generate leads Includes a 2-4 page letter, reply card, and envelope teaser	[\$2,000-\$3,500]
Direct-mail package to generate orders for a product or service <ul style="list-style-type: none"> • Simple package: 1-2 page letter, order form, envelope teaser, brochure • Complex package: 4-10 page letter, order form, envelope teaser, brochure 	[\$2,000-\$4,500] [\$3,500-\$7,500+]

WEB CONTENT/ONLINE COPYWRITING

Item	Fee
<p>SEO/Sales Content Planning and Writing for a Specific Page Includes keyword research, then planning and optimizing each page by weaving strategic SEO keywords into messages that drive more traffic, boost click rates, and increase leads or sales.</p>	<p>[\$500-\$800] per page</p>
<p>SEO/Sales Copy Rewrite for Product Descriptions Revise SEO and sales copy to improve search rankings and increase purchases.</p>	<p>[\$100-\$250] per product</p>
<p>Individual Email Promo, E-newsletter Issue Includes discussing topic, doing research, and/or interview(s), writing content. Formatting in your email platform is extra.</p> <ul style="list-style-type: none"> • Per single-topic email • Per e-newsletter issue 	<p>[\$250-\$500] [\$400-\$800+]</p>
<p>Blog Post or Online Article Includes discussing topic, doing research and/or interview(s), and copywriting. Formatting in your blogging/web platform is extra.</p>	<p>[\$100-\$800] per post, depending on length, complexity</p>
<p>Monthly Content Packages: Custom Monthly blog posts, articles, newsletters, or SEO updates on core pages</p>	<p>Discount for 12-month commitment</p>
<p>Social Media</p> <ul style="list-style-type: none"> • Set up Social Media pages (Facebook, Twitter, Google+, LinkedIn, etc.) • Post and monitor/manage feeds and the community (1-2 hours/day, 5 days a week) • Manage advertising campaigns on social pages 	<p>[\$500 per network] [\$1,000/month] TBD: Let's discuss</p>

All other projects not listed here will be estimated on an individual basis.